



REQUEST FOR PROPOSALS

EVENT PHOTOGRAPHY SERVICES PRINCE EDWARD ISLAND 2014 INC.

Prince Edward Island 2014 Inc. – Issued March 13, 2014

EVENT PHOTOGRAPHY SERVICES

BACKGROUND

Background

The 150th Anniversary, or Sesquicentennial, of the historic 1864 Charlottetown meeting of the Fathers of Confederation will be celebrated in Prince Edward Island in 2014. As the commemoration of the first meeting of the Fathers, this is an important event for Prince Edward Islanders, and for all Canadians, as it marks the initial efforts, discussions, vision, and foundational decisions that led to the Confederation of Canada three years later in 1867. It marks the beginning of one of the world's most respected democracies, and a turning point in North American history.

The significance of the Meeting of the Fathers has always been of great importance to the people of PEI, and is an important part of the Island identity. Islanders take seriously their role in keeping alive the memory and foundations of Canadian Confederation.

The celebration of the Sesquicentennial therefore represents an opportunity to commemorate Prince Edward Island's role in Canadian Confederation, but also to raise awareness across Canada of what makes this country special. It will stir national pride, and remind us all of the bright future that lies ahead for a country that continues to share the values first articulated at the 1864 Charlottetown Conference.

In a year-long celebration of the world's greatest country, Canadians and Islanders will be inspired by events, commemoration, and a new legacy to Confederation that will have long-term impact on the sense of accomplishment, hope, and pride in this country, which will lead to many more years of success as a nation.

Prince Edward Island 2014 Inc. is the entity that will plan, coordinate, and deliver all aspects of celebration and commemoration leading to and during 2014.

SCOPE OF WORK AND SERVICES

To ensure professional photographs are taken at all PEI 2014 Productions and select sponsored events, an Event Photographer is required. These services will include, but are not limited to:

- Photographing all PEI 2014 Signature Events, hosted events and select Partnered Events;
- Providing proofs of all photos (included in shoot fee) to PEI 2014 Inc. staff within 48 hours of the event in requested formats;
- Editing/augmenting photos as required; and,
- Advising on photography best practices.

CONTRACT TERMS

This standing offer contract becomes effective as early as possible after awarding the contract (target date of March, 2014) and terminates on March 31, 2015. The event photography services contract will be evaluated after the first six months.

PROPOSAL OUTLINE AND EVALUATION

Vendors interested in competing for this contract are required to submit their proposal to PEI 2014 Inc.

To ensure accurate assessment, all proposals must be submitted in writing, following the supplied outline. All pages must be numbered. PEI 2014 Inc. reserves the right to reject any proposals that do not adhere to this format.

A. CORPORATE PROFILE

- State the number of years in business and/or number of years' experience in event photography.
- List local, regional and national photography accounts/projects handled.
- Identify the individual(s) that will work on this contract and their specific areas of responsibility. Provide background information on each team member stating what expertise they bring to the project.
- Outline your experience in event photography including scope of work and duration of work on accounts.

B. METHODOLOGY

Vendors submitting proposals to undertake this assignment must propose internal/external processes that will be put in place to achieve program objectives. Bids should include process from preparation for the event to final delivery of images to PEI 2014 Inc.

C. PORTFOLIO

Provide comprehensive samples of your work including event photography, on-site photo shoots – candid and posed, edited/augmented photos, high resolution photos, photos featuring different lighting levels.

D. CLIENT EXPERIENCE

- Describe how you establish a strong client relationship with good communications and feedback.
- Describe how you approach event photography shoots including, but not limited to, press conferences, concerts, meetings, staff shots, youth, etc.

E. FEE STRUCTURE

- Provide an explanation of your fee structure for event photography and editing services. This structure can be per hour, per image, retainer or

other fee structure preferred,

Additional information required:

The following information may be required of the shortlisted vendors:

- General liability insurance, as a minimum, at not less than Two Million Dollars (\$2,000,000) coverage and shall add PEI 2014 Inc. as an additional insured and provide whatever information the PEI 2014 Inc. may require on the insurance that is available.
- Shortlisted vendors must provide a minimum of three references from current or former clients (a client within the past two years), complete with contact information. A brief description of the projects completed for each reference is required.

You will be notified if and when this information/presentation is to be provided for verification.

F. PROPOSAL PREPARATION/SUBMISSION

Please indicate the title **PEI 2014 Event Photography Services** in the email subject and the cover email subject heading. The submission is due via email in a locked PDF format. Email to kwthompson@pei2014.ca for receipt by 2:00 p.m. Atlantic Time on **Thursday, March 27, 2014**.

Proposals that have not been received by 2:00 p.m. AT on the date indicated will not be reviewed. Proposals will not be accepted via mail, facsimile or on disk.

G. SELECTION PROCESS

An internal committee made up of the Director of Communications, Marketing Manager, and Chief Operating Officer or their designates will review all proposals and score vendors based upon the information requested in the proposal outline using Appendix A: Evaluation Chart as provided below.

H. VENDOR QUESTIONS

To ensure the integrity of the bidding process, all questions regarding the RFP must be directed to PEI 2014 in writing:

Direct all questions to:

Sherry Ross – Finance Manager
smross@pei2014.ca

Questions are not to be directed to any other PEI 2014 Inc. official(s). Failure to comply can result in disqualification from the competition.

The Vendor has the responsibility to notify PEI 2014 Inc. in writing, of any ambiguity, divergence, error, omission, oversight, contradiction, or item subject to more than one interpretation in the RFP, as it is discovered, and to request any instruction, decision, or direction required to prepare the Proposal.

In order for PEI 2014 Inc. to deal effectively with Vendor questions or concerns about any terms, conditions or requirements of the RFP including the Contract provisions, such questions or concerns must be communicated in writing to the Chief Operating Officer at least four (4) Business Days prior to the RFP's closing date. Questions received after this time will be answered if time permits.

Verbal responses to enquiries are not binding on any party.

Appendix A: Evaluation Chart

Proposals should include the following information, and will be evaluated based on the following criteria:

Proposal Section	Evaluation	Criteria
Corporate Profile	5%	<ul style="list-style-type: none"> • State the number of years in business and/or number of years' experience in event photography. • List local, regional and national photography accounts handled. • Identify the individual(s) that will work on this contract and their specific areas of responsibility. Provide background information on each team member stating what expertise they bring to the project. • Outline your experience in photography including scope of work and duration of work on accounts. • Experience with respect to strategic planning.
Methodology	5%	<ul style="list-style-type: none"> • Vendors submitting proposals to undertake this assignment must propose internal/external processes that will be put in place to achieve objectives.
Portfolio	65%	<ul style="list-style-type: none"> • Provide comprehensive samples of your work including event photography, on-site photo shoots – candid and posed, edited/augmented photos, high resolution photos, photos featuring different lighting levels.
Client Experience	5%	<ul style="list-style-type: none"> • Describe how you establish a strong client relationship with good communications and feedback. • Describe how you approach a variety of photography shoots including, but not limited to, press conferences, concerts, meetings, staff shots, youth, etc.
Fee Structure & Process Management	20%	<ul style="list-style-type: none"> • Provide an explanation of your fee structure for photography services including shooting expenses and editing fees. • Explain how the client is kept informed of all activities done on their behalf in the execution of services under this contract.
Total	100%	